ENHANCING INSIGHT-DRIVEN CUSTOMER INTERACTIONS

WITH AN OPTIMIZING ENGINE

Abstract of the Disclosure

Insight-driven interactions with customers may be enhanced in a holistic approach. A customer relationship management ("CRM") methodology may include: (1) evaluating a customer strategy; (2) identifying customer segments from a customer base; (3) forming an interaction strategy; (4) defining a series of experiences based on the strategy; (5) applying those interactions with customers during interactions; and (6) monitoring the results of the customer interactions. A computer aid may preferably guide a user through some of these steps. A modular, vendor-independent, centralized, rules-based engine may perform processing to deliver tailored customer experiences, relying on values for prioritized experiences identified through use of the computer aid.